

CANADA'S NATIONAL MAGAZINE

MACLEAN'S

July 1, 1948, Ten Cents





We've found the recipe for Happier Living

GENERAL ELECTRIC APPLIANCES



NOSE TIME — for leisure? That's what every Lane does leisurely serves for. More time to devote to the children, to men, to friends, to take up new interests.

More time — for leisure? That's exactly what G.E. Appliances offer. They not only save your time, they

take much of the work and all of the worry out of most going, washing, ironing and drying.

See your General Electric dealer. Talk over with him your plans for around 100 persons' enhanced living. He will gladly demonstrate the advantages of G.E. Appliances.



To find more time for leisure, see your General Electric dealer. He will gladly demonstrate the advantages of G.E. Appliances.



A.G.E. Vacuum Cleaner
Type 1000, 1000-1, 1000-2, 1000-3, 1000-4, 1000-5, 1000-6, 1000-7, 1000-8, 1000-9, 1000-10, 1000-11, 1000-12, 1000-13, 1000-14, 1000-15, 1000-16, 1000-17, 1000-18, 1000-19, 1000-20, 1000-21, 1000-22, 1000-23, 1000-24, 1000-25, 1000-26, 1000-27, 1000-28, 1000-29, 1000-30, 1000-31, 1000-32, 1000-33, 1000-34, 1000-35, 1000-36, 1000-37, 1000-38, 1000-39, 1000-40, 1000-41, 1000-42, 1000-43, 1000-44, 1000-45, 1000-46, 1000-47, 1000-48, 1000-49, 1000-50, 1000-51, 1000-52, 1000-53, 1000-54, 1000-55, 1000-56, 1000-57, 1000-58, 1000-59, 1000-60, 1000-61, 1000-62, 1000-63, 1000-64, 1000-65, 1000-66, 1000-67, 1000-68, 1000-69, 1000-70, 1000-71, 1000-72, 1000-73, 1000-74, 1000-75, 1000-76, 1000-77, 1000-78, 1000-79, 1000-80, 1000-81, 1000-82, 1000-83, 1000-84, 1000-85, 1000-86, 1000-87, 1000-88, 1000-89, 1000-90, 1000-91, 1000-92, 1000-93, 1000-94, 1000-95, 1000-96, 1000-97, 1000-98, 1000-99, 1000-100, 1000-101, 1000-102, 1000-103, 1000-104, 1000-105, 1000-106, 1000-107, 1000-108, 1000-109, 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CANADIAN GENERAL ELECTRIC

Head Office Toronto — Sales Office from Coast to Coast

MACLEAN'S
MAY 1, 1948

Why Do We Help Those Germans?

By W. ARTHUR IRWIN



WHATIN Europe is the most serious as a people. But there are no people. Germany's economic recovery since 1945 has been remarkable. But it will take a generation or more to restore many of things to their old or better state, even if U.S. aid and the common will will be making a direct path to the rest of the world.

Western Germany is a hard economy, a secondary condition where 15 million men hungry for food, clothing, shelter, and the necessities of life. The German people are the victims of the war. For many years they have been the victims of the war.

So far as selling up the West is concerned, Germany has played her cards well, maintaining a high level of living. The German people are the victims of the war. For many years they have been the victims of the war.

But this line of thought is too narrow. The German people are the victims of the war. For many years they have been the victims of the war.

Western Europe? A United States of Europe? Or the best way to do this is to let the German people be the victims of the war. For many years they have been the victims of the war.

Such a view of the German people is too narrow. The German people are the victims of the war. For many years they have been the victims of the war.

With the aid of the German people, the German people are the victims of the war. For many years they have been the victims of the war.

The idea of Europe is too narrow. The German people are the victims of the war. For many years they have been the victims of the war.

On the black market, one expects to find 45 marks. That's a good day.

The key to solving Europe lies with 45 million hungry Germans. Maclean's editor reports why East and West was their fever.

You can look now
It's the '49
FORD!

IT'S THE CAR OF THE YEAR

the FORD
"Forty-Niner"

There never was an automobile like this before. It's new and revolutionary in its field!

The Ford "Forty-Niner" is a complete break with the past. It was designed by you—all the way through. Yes, in surveys, letters and personal interviews you told us what you wanted. Then we built your car.

You wanted plenty of ROOM. So here it is—It's a BIG car. Most and most useful for sedans, one actually 27 and 40 inches wide! It has 27% more luggage space. You never saw a car like this before.

You wanted SAFETY. So the new Ford has a 27% more rigid, 24-pound body.

"Range tested" King Mac breaks that one 30%, easier to handle by actual test and "Future Whines" stability all around more than 20 square feet of machine area.

You wanted COMFORT. So now you have the new "Mid Ship" Ride new Hydra-Coil front springs... and new Power Floor parallel Rear Springs.

You wanted ECONOMY. And you'll find it in the brand new Ford V-8 engine with a new lubricating system, new Power Flo cooling new Deep Breath... insulating that saves up to 10% on gasoline.

You wanted REALITY. The new '49 Ford has the look of the year.

Yes, the '49 Ford is "The car of the year!" See it at your Ford Dealer.

NEW
 There's a **Ford** in your future





Forest loss is your loss ...

Panic . . . despair . . . a lifetime's work burned out by a careless match, a smouldering campfire. This is not only one innocent man's loss—the guilty seldom suffer—but a serious loss to every Canadian. Timber, wildlife and streams, basic elements in our national economy,

are all destroyed by the forest fire.

By observing the simple rules of the woods, which every real camper and sportsman obeys, you can help prevent the forest loss which costs Canadians nearly four million dollars a year in timber alone.



FOREST FIRE

By J. E. Collier

HELP PREVENT FOREST FIRES

1. Throw cigarette ends in the water or stub them out on a rock.
2. Break used matches in two.
3. Build campfires near the water on rocks or well-cleared mineral soil.
4. Make sure your fire is out before you leave it unattended.



CARLING'S

THE CARLING BREWERIES LIMITED
WATERLOO, ONTARIO

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Nature Unspoiled — YOURS TO ENJOY — YOURS TO PROTECT